

EVALUATE INVESTIGATE  
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# in Performance Analytics

## CASE STUDY Data Driven Growth

**Our client, a leading international insurer, wanted to leverage customer data assets to drive profitable / targeted growth through pro-active cross sales and retention.**

Our client lacked the infrastructure and skills in house to effectively utilise their customer and policy data to generate the sales leads and opportunities for outbound calling campaigns.

In addition, they had gaps in customer understanding and a desire to segment their customer base to enable targeted strategies around product, marketing and service.

Following an initial consultation and advice from FTI on how the client should proceed, our team was asked to cater for a number of requirements, including:

- Providing a secure, cloud based technology solution to manage their customer data.
- Creating a single view of the customer.
- Generating Outbound Calling Campaign leads on a daily basis for cross sell and pro-active retention.
- Creating Customer Segmentation and propensity models and integrate these into the campaign lead lists, thus enhancing the quality customer targeting.
- Providing post campaign analysis and reporting, with ongoing advice for continuous performance improvement.

We developed a technology solution which takes daily feeds from client source systems, applying cleansing, matching and filtering routines to the data. This solution automatically develops a single customer and segmented view, which applies business rules and predictive modeling to generate targeted sales and retention leads that are loaded to our client's call centre workflow systems for action. Our post campaign analysis and reporting enables effective performance tracking and continuous refinement of each campaign.

**OUTCOME**

**Our trusted advice and tailored service solution has enabled a successful data driven growth strategy for our client, who within 12 months had experienced 20% profitable growth in their business from these activities.**

We are now working with this client to further accelerate this growth story by incorporating additional insurance products and tailored data analytics into the service offering.



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CRITICAL THINKING  
 AT THE CRITICAL TIME™

### About FTI Consulting

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